

(19) World Intellectual Property Organization
International Bureau(43) International Publication Date
28 December 2000 (28.12.2000)

PCT

(10) International Publication Number
WO 00/79409 A2

(51) International Patent Classification: G06F 17/00

(21) International Application Number: PCT/GB00/02384

(22) International Filing Date: 20 June 2000 (20.06.2000)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
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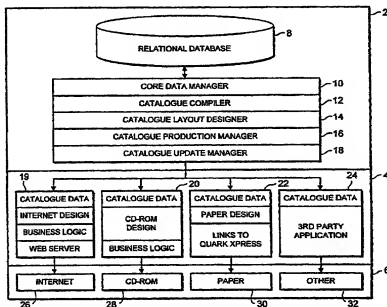
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BA, BB, BG, BR, BY, CA, CH, CN, CU, CZ, DE, DK, EE,
ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP,
KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MD,
MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD,
SE, SG, SI, SK, SL, TJ, TM, TR, TT, UA, UG, US, UZ,
VN, YU, ZA, ZW.(84) Designated States (regional): ARIPO patent (GH, GM,
KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZW), Eurasian
patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European
patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE,
IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG,
CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).

Published:

— Without international search report and to be republished
upon receipt of that report.

[Continued on next page]

(54) Title: PRODUCT CATALOGUE PRODUCTION SYSTEM



(57) Abstract: A product catalogue production system comprising a data storage means for storing product data in the form of product codes and associated product attribute data items, said data storage means having a data structure allowing a plurality of product attribute data items to be associated with a product code, said data structure structuring the product data, when a plurality of product attribute data items are associated with a given product code, in the form of a plurality of product data records each including the given product code and an associated product attribute data item.